

SRU ALUMNI ASSOCIATION BOARD MEETING
October 28, 2017
10:00 A.M.
Russell Wright Alumni House & Conference Center

- I. Call to order- 10:05. Swearing in of new Green & White Society Members. Each student identified themselves, their major and hometown. Don presented each student a pin after Kelly administered their oath of office.
- II. Roll Call: Don Huddart, Mike Ross, Melissa Visco, Lisa Holmes, Suzanne Fodor, Dick Manning, Gary Hoffman, Alex Rigby, Richard Wood, Mike Zody, Corey Riddell, Katie Hill, Ashley Gano, Keith Warkup, Sam Zyroll, and Sue Greaves were present. Members on Google Hangouts were Brittany Donatelli, Brad Kovaleski, Mike Maurer, Dom Williams, David Price, Ron Shidemantle & Pat Geho.
- III. Acceptance of Minutes Sam Zyroll made the motion and Corey Riddell seconded to accept the minutes.
- IV. Treasurer's Report – Melissa Visco. Melissa presented the report. She described the ladder and the mutual fund adjustments that are made in 25,000 dollar increments. All rungs are covered. Keith made a motion to accept the report. Mike Ross seconded it.
- V. SRU Alumni Association President's Report – Don Huddart - Don welcomed Keith Warkup back and thanked him. Don thanked everyone for their participation in Homecoming. Lisa Holmes gave an update on the SRU Presidential Search. First search committee meeting was in May. There were 75 applicants. They were ranked and there were 9 candidates interviewed off site. Three candidates came to campus. Two candidate names were sent to the Council of Trustees. Trustees voted and vote was a tie. Appointments for a new Search Committee are ongoing. Letter from Bob Taylor included false information according to our Representative, Lisa. We had good candidates. A lot of concerns about the entire process. We, as SRUAA need to be informed and Don will be a good representative for us.
- VI. Committee Reports
 - a. University Affairs – Suzanne Fodor All of our events since our Retreat have been successful. These include the Golf Outing, Villagefest, and Homecoming. Opportunities exist for Orientation Events in the Spring.
 - b. Fiscal Affairs – Melissa Visco – Melissa went over the Audit for 2017 and the 990. Melissa made the motion and Mike Ross seconded to accept the 2017FY Audit. Melissa made the motion and Lisa Holmes seconded to accept the 2017 990. Both motions carried.
 - a. 2017 FY Audit
 - b. 2017 990
 - c. Scholarship Recommendations 6 scholarships at \$3,500 a year are awarded from the Furrie Scholarship. The 2018-19 Award Process was detailed. Melissa made a motion to accept the 2018-2019 Scholarship Recommendations and Sue Greaves seconded it. The motion carried.
 - c. House and Special Projects – Gary Hoffman Committee met at Retreat. Mike Ross sat in on that meeting. Accumulation of maintenance items completed here at House and a list of assets here at House. This information is being acquired. The brick campaign is being revamped and brochure is being changed and improved. Scott Albert is a contact Gary will have so he knows about the SRU master plan.
 - d. Marketing and Memberships – Brad Kovaleski
 - a. Young Alumni Survey - We have the highest membership in 5 years. Focus is on young alumni. A survey revealed that young alumni want and value e-communication. Our challenge is to cultivate young alumni involvement and help them to understand their benefits. Can we attract respondents by improving their benefits? 32% have not joined due to the cost. 27% have not joined because they are not aware of benefits. Preferred methods of communication are 1, e-mail

and 2, Facebook. Once we know events they want and know their benefits we now know their preferred method of communication. Committee actions/next steps are 1. Coordinate a focus group of faculty and staff and assess how they maintain connection with alumni. 2. Develop a communication plan focusing on engagement of young alumni. Alex contributed that alumni have fond memories of SRU and have positive thoughts. Once we find ways to engage these alumni there will be great opportunities for growth.

- e. Nominations – Patrick Geho – Candidates for future SRUAA board members are being solicited. Once the list is finalized we will review that list. Current members can decide if they are running again. November based process.
- f. Scholarship and Awards – Richard Wood –
 - a. Furrie Scholarship There are six this year. One additional recipient is Mikala Ridgeway.
 - b. Watson Scholarship - There are three this year. They are Julie Steele and Amanda Oliver for undergraduate scholarships. The graduate recipient is Tricia Eishler.
 - c. Scholarship Application Process - Tracy Allison and her team are in the process of creating lists of potential scholarship recipients.
- g. By-Laws and Constitution – Corey Riddell – Question about website and what is updated. No further report.
- h. Past Presidents – Sue Greaves – Past presidents were invited to come to Homecoming and next summer's Alumni Weekend. Nominations for Past president's service award are being accepted.

VII. President's Report – Philip Way, Interim President - We have new freshmen enrollment numbers are up. Opportunities for employee's are making SRU an even better place to work. Students are coming to the President's House a few nights a week. Perceptions are being strengthened and atmosphere and climate are positive. President Way is "having a ball and enjoying himself" including a daily Twitter contribution. New academic programs, scholarships, and a vibrant living and learning environment are three things that combine to help set SRU apart from other institutions. He wants to work with us very closely between the quarterly meetings.

VIII. Unfinished Business

- a. SRU Alumni & Friends Open – August 7, 2017 We raised \$ 27,000 in profit. Committee for next summer's outing is being created. Next year's date is August 6, 2018.
- b. Homecoming 2017 - Very successful day. There was a lot of positive feedback. 43 new members over the course of the weekend.
- c. 1st Quarter Alumni Events
- d. Alumni Weekend Ad Hoc Committee

IX. New Business

- a. Affinity insurance program proposals. Nationwide is making a proposal that guarantees us \$25,000 up front in a proposed contract. Liberty Mutual has been our carrier for the last 20 years. In the first five years of our contract they project that we could do well. The major difference between the two companies is Nationwide has used direct mail and more than one e-mail. Pitt just recently left Liberty Mutual and adopted Nationwide as their provider. Liberty Mutual's proposal's numbers are not guaranteed. All SRU Alumni are included in mailings...not just SRUAA members. A motion was made to move forward to advance the Nationwide Proposal to a contract. Dick Manning moved and Sam Zyroll seconded.
- b. Upcoming Alumni Events – Backpacks to Briefcases, an Erie Alumni event, and Veteran's Day Ceremony are coming up. Raleigh, Charlotte, Myrtle Beach, DC and Florida are events which are ahead.

X. Director's Report – Kelly Bailey Alumni Weekend is June 22-24, 2018. Schedule will be online. Kelly will make registration online easy for members. Rollout is scheduled for January online. Graduation

celebration is coming up on November 7th and Kelly invited board members to come and participate.

XI. "For the Good of the Board. . ."

XII. Adjournment 12:26.

**NEXT BOARD MEETING:
January 20, 2018
Russell Wright Alumni House**